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ProfitBase Unveils Configurable Data Warehouse; New Version to be Demonstrated at Microsoft Convergence Conference

YORK, Penn., Feb. 14, 2007 -- ProfitBase, a technology leader in easy-to-use configurable data warehousing, today announced the release of ProfitBase 2007, its configurable data warehouse software to the North American market. The company plans to demonstrate the product at the upcoming Microsoft Convergence 2007 conference in San Diego, Calif., March 11-14. ProfitBase is a Bronze Sponsor at the conference, exhibiting in Booth #1206.

Convergence is Microsoft's premier Dynamics event of the year, bringing together customers, partners, team members and industry experts to discuss solutions, address business needs and establish a community that can be leveraged throughout the year.

ProfitBase 2007 - A Configurable Data Warehouse

"We are very pleased to release ProfitBase 2007, our configurable data warehousing software, to North America and especially to the Microsoft Dynamics community at Convergence," said Borre Tharaldsen, CEO of ProfitBase AS. "The major focus in business today is to get better information. A single, consolidated view of information enables decision makers to track and optimize their business performance."

ProfitBase 2007 is a configurable data warehousing technology that delivers business analytics, business system connectivity and a rapid-configuration data warehouse tool that significantly reduces deployment time and empowers information workers with one consolidated view of information for better and faster decisions. ProfitBase 2007 has ready-to-use OLAP business cubes for finance, sales and data source connectors for Microsoft Dynamics GP, NAV and AX, Oracle Financials and many others. As a result, ProfitBase 2007 solutions can be installed and running significantly faster than custom-developed data warehouse solutions.

"Small and medium businesses can't afford the time, money or take on the risk associated with a complex data warehousing project," said Larry LeBlanc, president of ProfitBase NA. "With ProfitBase 2007, there is no programming; it's completely configurable. So we've dramatically reduced the complexity and risk and made it possible for every business to afford to consolidate data into one view of performance."

Based on Microsoft SQL Server 2005, ProfitBase 2007 extracts and consolidates raw data from existing business systems and applies proven business logic to create performance metrics that are presented to information workers with tools like Microsoft Office PerformancePoint, Reporting Services and Business Scorecard Manager.

Because ProfitBase complements Microsoft technology, including SQL Server 2005, Reporting Services, Business Scorecard Manager and SharePoint, Dynamics customers can leverage their investment in Microsoft and the data in their systems.

About ProfitBase

ProfitBase, a Microsoft Gold Certified Partner, delivers ready-to-use business analytics, business system connectivity and a rapid configuration data warehouse that accelerates implementation and deployment of business intelligence solutions. ProfitBase's data warehousing product, ProfitBase 2007, provides ready-to-use business cubes for finance and sales and data source connectors for Microsoft Dynamics GP, NAV and AX, Oracle Financials and many others, enabling ProfitBase 2007 solutions to be installed and running significantly faster than custom-developed data warehouse solutions. ProfitBase solutions leverage the power of Microsoft SQL Server 2005 Integration and Analysis Services to deliver performance information to scorecard, dashboard and reporting systems, providing decision-makers with one consolidated view of information for quickly analyzing performance and for making better, faster decisions. To learn more about ProfitBase, visit the Web site at www.profitbase.com or contact Larry LeBlanc at 717-309-7006 or e-mail larry.leblanc@profitbase.com.

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